USPS Market Dominant Product
Customer Insights (CI) Survey
Instruments and Results

I. PREFACE

A. Purpose and Content

USPS-FY16-38 consists of seven documents. The first six are survey instruments that have been used by the Postal Service to develop measures of customer experience for fiscal year 2016: (a) the Business Service Network (BSN) Survey, which was used to survey accounts in USPS' CRM database that have reported service issues; (b) the Point of Sale (POS) Survey, which was used to survey Retail customers who conduct transactions at USPS locations with POS equipment; (c) the Delivery Survey - Residential, random sample of US households that receive mail delivery; (d) the Delivery Survey – SMB, random sample of small/medium sized businesses (< 250 employees) that receive mail; (e) Large Business Survey, which surveys customer satisfaction of businesses with greater than 250 employees; (f) the Customer Care Center (CCC), which concerns residential customers who call the USPS Care Center and interact with a live agent, and are surveyed to measure their overall satisfaction with the agent's performance. The seventh document consists of summary Customer Insights (CI) survey data generated by use of the six survey instruments.

B. Predecessor Document

USPS-FY15-38 was previously filed with the Commission in connection with the Annual Compliance Report for FY 2015.

C. Methodology

Customer Insights (CI)

The Customer Insights (CI) program, directed by the Consumer and Industry Affairs department, provides a comprehensive view of the customer experience across the most frequently used customer contact channels. CI's modular components and flexible design allow expansion and inclusion of additional points of contact to meet the quickly changing customer landscape. The Postal Service is dedicated to delivering excellent customer experiences and the CI program supports this effort.

The CI measurement system provides a holistic view of customer satisfaction. The customer experience is measured across four touch points then weighted and aggregated to create the CI score. Areas of customer contact are: Business Service Network (BSN), Point of Sale (POS), Delivery, Customer Care Center (CCC).

CUSTOMER INSIGHTS (CI)	Weight
BSN - (*Business Service Network*)	40.00%
Representative - Customer Satisfaction	
POS - (*Point of Sale*)	20.00%
Retail - Overall Satisfaction	
Delivery - (*Receiving*)	20.00%
Carrier - Overall Satisfaction	
CCC - (*Customer Care Center*)	20.00%
Live Agent - Overall Customer Satisfaction	

Business Service Network (BSN)

The BSN Survey is an event-based survey which measures the customer's level of satisfaction with their BSN Account Representative. The survey is conducted after a customer has initiated a service request within the Business Service Network. Customers are emailed an invitation to participate in a web-based survey. The survey consists of eleven evaluation questions and three open-ended customer supplied responses. The BSN event-based survey measures our business customers' contact experience by asking them to rate their level of satisfaction for their most recent interaction with a BSN Representative.

Point of Sale (POS)

The POS Survey is an event-based customer satisfaction survey which measures the customer's experience at POS retail locations. Customers are invited to participate in the survey through a URL and a QR Code printed on the bottom of their POS receipt, and is conducted through a web-based survey platform. The survey consists of five evaluation questions and one open-ended customer supplied response.

Delivery Survey

The Delivery Survey is a hybrid relational / event-driven customer satisfaction survey to measure the level of satisfaction with the receipt of mail to residential and small/medium business customers. Residential customers are randomly selected, mailed a survey invitation, and given the option of completing the survey by phone or online. Small and medium-sized business customers (those with fewer than 250 employees at one site) are also randomly selected and mailed a survey invitation, and can choose to respond by phone or online.

Customer Care Center (CCC)

The Live Agent Survey is an event-driven customer satisfaction survey which measures the level of satisfaction with a customer's interaction with a USPS Live Agent. Phone invitations are offered on a random basis to customers who call the USPS Customer Care Center toll free number and speak with a USPS Live Agent.

Survey Type	Time Period*	Number of Surveys Initiated	Number of Surveys Received
Business Service Network (BSN)	Oct-Sept FY16	28,306	5,138
Point of Sale (POS)	Oct-Sept FY16	1,049,158,478	1,353,553
Delivery (Residential)	Oct-Sept FY16	2,149,867	35,675
Delivery (Small/Medium Business)	Oct-Sept FY16	3,598,945	35,484
Customer Care Center (CCC)	Oct-Sept FY16	954,378	287,680
Large Business Survey	Oct-Sept FY16	Panel Based	1,621

* Time Period = Time period of sample.

D. Input/Output

None.

II. ORGANIZATION

In addition to this preface, USPS-FY16-38 contains seven files:

The 'BSN – USPS FY16 BSN Web Survey' file contains the USPS Business Service Network (BSN) Survey instrument.

The 'Delivery – USPS FY16 Residential Delivery Survey' file contains the USPS Residential Delivery Survey instrument.

The 'Delivery – USPS FY16 Small Business Delivery Survey' file contains the USPS Small / Medium Business (SMB) Delivery Survey instrument.

The 'POS – USPS FY16 POS Survey' file contains the USPS Point of Sale (POS) Survey instrument.

The 'CCC – USPS FY16 CCC Web Survey & Counts' file contains the USPS Customer Care Center- Live Agent (CCC) Survey instrument.

The 'Large Business – USPS FY16 LB Panel Survey' file contains the USPS Large Business Survey instrument.

The 'CI Question Response Counts_FY16' file is a workbook containing summary customer experience data generated through use of the five survey instruments (CCC is separated into an independent file combining questions and counts by score in one file).